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1	1.	A method comprising:
2		allowing the use of content on a content
3	receiver;	
4		automatically interrupting the use of the
5	content;	
6		enabling the receiver to temporarily replace the
7	content w	ith advertising;
8		collecting information about a characteristic of
9	a receive	r; and
LO		providing that information to a remote processor-
L1	based sys	tem to select, from an advertising database, an
L2	advertisi	ng subset for use in connection with the receiver.

- advertising database and combining the database with advertising available on the receiver.
- 3. The method of claim 1 wherein determining
 information includes monitoring the activities of the user
 of the receiver.

The method of claim 1 including receiving an

1 4. The method of claim 3 wherein determining 2 information includes developing a database of information 3 about activities undertaken by the user of the receiver.

- 5. The method of claim 4 including selecting advertisements stored on said remote processor-based system based on information about the user of the receiver.
- 1 6. The method of claim 5 including compiling a local 2 electronic guide to advertising resources by accessing 3 advertisements available on said remote processor-based 4 system.
- 7. The method of claim 1 including determining a characteristic of advertising and comparing said characteristic to information about the use of the receiver.
- 1 8. The method of claim 1 including enabling a 2 variety of content to be selected for play at any time.
- 9. The method of claim 1 including automatically replacing the content with advertising after allowing content to be used for a predetermined amount of time.
- 1 10. The method of claim 1 including automatically
 2 determining at predetermined times whether to replace the
 3 content.

1	11. An article comprising a medium for storing
2	instructions that enable a receiver to:
3	allow the use of content on the system;
4	automatically interrupt the use of the content;
5	enable the system to temporarily replace the
6	content with advertising;
7	collect information about characteristics of the
8	receiver; and
9	provide the information to a remote processor-
10	based system to select, from an advertising database, an
1	advertising subset for use in connection with the receiver

- 1 12. The article of claim 11 further storing 2 instructions that enable the receiver to enable a variety 3 of content to be selected for play at any time.
- 1 13. The article of claim 11 further storing 2 instructions that enable the receiver to monitor the 3 activities of the user of the receiver.
- 1 14. The article of claim 13 further storing 2 instructions that enable the receiver to develop a database 3 of information about activities undertaken by the user of 4 the receiver.

- 1 15. The article of claim 14 further storing
- 2 instructions that enable the receiver to select
- 3 advertisements stored on the remote processor-based system
- 4 based on information about the user of the receiver.
- 1 16. The article of claim 15 further storing
- 2 instructions that enable the receiver to compile a local
- 3 electronic guide to advertising resources by accessing
- 4 advertising available on the remote processor-based system.
- 1 17. The article of claim of 11 further storing
- 2 instructions that enable the receiver to determine a
- 3 characteristic of advertising and compare the
- 4 characteristic to information about the use of the
- 5 receiver.
- 1 18. The article of claim 11 further storing
- 2 instructions that enable the receiver to automatically
- 3 replace content with advertising after allowing content to
- 4 be used for a predetermined amount of time.
- 1 19. The article of claim 11 further storing
- 2 instructions that enable the receiver to automatically
- 3 determine at predetermined times whether to replace said
- 4 content.

- 1 20. The article of claim 11 further storing 2 instructions that enable the receiver to automatically 3 compile a receiver based database of advertising.
- 1 21. A system comprising:

a receiver that receives the transmission of

content, said receiver including a shell to enable the use

of content to be interrupted and temporarily replaced with

advertising; and

storage coupled to said receiver storing
instructions that enable said receiver to determine
information about the use of the receiver and use the
information to select the advertising.

- 22. The system of claim 21 wherein said system is a television receiver.
- 23. The storage of claim 21 wherein said receiver automatically replaces the content with advertising after allowing content to be used for a predetermined amount of time.
- 24. The system of claim 21 wherein said receiver automatically determines at predetermined times whether to replace the content with advertising.
- 25. The system of claim 21 wherein the receiver enables a variety of content to be selected for play at any time.

- 26. The system of claim 21 wherein said storage stores instructions that enable the receiver to monitor the activities of the user of the receiver.
- 27. The system of claim 26 wherein said storage stores instructions that enable the receiver to develop a database of information about activities undertaken by the user of the receiver.
- 1 28. The system of claim 21 wherein said storage 2 stores instructions that enable the receiver to access a 3 database of available advertisements on a remote processor-4 based system.
- 29. The system of claim 28 wherein said storage stores instructions that enable the receiver to select advertisements stored on said remote processor-based system based on information about the user of the receiver.
 - 30. The system of claim 29 wherein said storage stores instructions that enable the receiver to compile a local electronic guide to advertising resources by accessing advertisements available on the remote processorbased system.